

2071413634

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FOR YOUR INFORMATION

KAREN MARRYSHOW

DATE: August 4, 1995
TO: DISTRIBUTION
SUBJECT: VIRGINIA SLIMS JUNE BUDGET REPORT

Attached is the June budget report for Virginia Slims, which is based on a 2nd revised budget of \$26.7MM. The CPE totals \$26.9M. The \$200M overage will be reduced by transferring \$168M from the African-American media budget (October spreads were converted to pages -- no BODs support as originally planned).

3rd Revised Budget/CPE Estimates

The following adjustments are not reflected in the attached budget report, but will be reflected in the July report (issued the end of August):

- | | | | |
|--|---|----------------------------------|--|
| • <u>3rd Revised Budget</u>
\$27.1MM | <u>Comments</u>
\$0.4MM budget increase due to Virginia Slims August Corporate Pool takeover from Benson & Hedges (Atlanta, Dallas, Los Angeles, and San Diego).
Monies to be transferred from B&H. | | |
| • <u>Est. 3rd Revised CPE</u>
\$27.3MM | <table border="0"><tr><td><u>Overage</u>
\$0.2MM</td><td><u>Comments</u>
• \$180M allocated for VS Legends print and OOH support for Oklahoma City, Houston, and Del Ray Beach.</td></tr></table> | <u>Overage</u>
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\$0.2MM | <u>Comments</u>
• \$180M allocated for VS Legends print and OOH support for Oklahoma City, Houston, and Del Ray Beach. | | |

Funding

We will address funding the \$0.2MM overage (based on aforementioned 3rd revised budget \$27.1MM) as follows:

- Convert spreads to pages in Life & Woman's Day - savings of \$88M
- Delete December spread to a page in People - Savings of \$80M

These changes will result in a total savings of \$168M. Additional savings will be derived from the October FSIs actual costs vs. estimated costs (actual vs. estimates dollars will be addressed in more detail in next month's report).

If you have any questions, please call.

Thank you.

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RAND: Virginia Slims

VERTISING PERIOD: February 1995-January 1996

2ND REVISED

	\$(MM)	% BY CPE	1995 Budget
BUDGET:	1995 CPE	% BY CPE	\$26.7
Print	\$18.3	68%	
OOH	\$8.6	32%	
Total	\$26.9	100%	

Original budget of \$28.4MM increased by \$.3MM due to June B&H Corporate Pool markets

KEY INITIATIVES: Maintain brand presence through national and city book print effort.
Promote V-wear (February, July) and Book of Days (October)
Emphasize "Legends" tour in relevant markets via regional copy splits in National Magazines, regional titles and OOH
Provide added support in Misty Defense Markets and Corporate Pool markets via OOH and city books

STRATEGY:
Audience: FS 25-44 (FS 25-34; FS35-44)

Key Geography: Support focused in two areas:
1. Misty Defense Trading Area
Make up 14% US/17% Volume
Defined by PM Brand, based on strength, weakness, opportunity, threat of Misty Brand
2. Corporate Pool Markets
Make up 22% US/21% Volume
Selection based on SDI=100

Critical Periods: February (V-wear), July (V-wear), October (Book of Days)

RUF Goals:	Reach	Frequency
Print	75-85	3-3
OOH	83-88	18-32
Combined	93-95	18.7-33.3

Ethnic: Deliver impressions commensurate with volume contribution
African American 8% Volume
Hispanic 1% Volume

PRINT:					\$(M)	% Budget	Insertions
Core Magazines					\$3,760.8	14%	6-10
Comopolitan	\$460.4	Redbook	\$374.3	Star	\$137.8		
First for Woman	\$32.2	Soap Opera Digest	\$136.0	True Story	\$61.9		
National Enquirer	\$165.0	Soap Opera Magazine	\$14.1	TV Guide	\$663.5		
New Woman	\$242.2	Soap Opera Weekly	\$32.6	Woman's World	\$48.2		
People	\$1,132.0						
Younger Magazines					\$4,280.9	16%	4-8
Bure	\$423.0	Glamour	\$789.5	Self	\$397.8		
Se	\$157.0	Mademoiselle	\$505.3	US	\$230.9		
Entertainment Weekly	\$366.7	Marie Claire	\$125.3	Vogue	\$701.9		
LA Viewing Guide (EVM)	\$14.1	Rolling Stone	\$360.0	Working Mother	\$169.4		
Older Magazines					\$6,062.3	23%	6-11
Better Homes & Gardens	\$726.0	Home	\$139.7	Southern Living	\$332.4		
Cable Guide	\$47.2	In Style	\$167.2	Time	\$544.0		
Country America	\$195.1	Ladies Home Journal	\$673.8	Talk TV Weekly	\$2.0		
Country Home	\$258.0	Life	\$402.0	Vanity Fair	\$606.1		
Family Circle	\$669.9	McCall's	\$377.9	Woman's Day	\$472.6		
Farper's Bazaar	\$173.7	Moveline	\$57.4	Working Women	\$215.3		
Supplements					\$438.3	2%	
Parade	\$240.7	USA Weekend	\$194.6				
City Books (Misty Defense Markets)					\$94.0	0%	
3 Magazine	\$23.9	Nashville Life	\$15.5				
Lonotuku Magazine	\$15.0	New Orleans	\$15.8				
Louisiana Life	\$8.8	Richmond Magazine	\$15.2				
City Books (Corporate Pool Markets)					\$162.7	1%	
Atlanta Magazine	\$13.8	LA Magazine	\$24.3				
Buzz Magazine	\$16.3	Ocean Drive	\$8.3				
Chicago Magazine	\$32.0	New York Magazine	\$68.0				
Military					\$14.0	0%	
Stateside Family			\$14.0				
African American (Advertising Experts)					\$1,500.0	6%	
Ebony	Jet	Being Single	Magepapers				
Essence	Upscale	Class	ROP				
B.E.	Fashion Fair	Emerge					
FSIs					\$2,000.0	7%	
January 15 (42.5MM)	\$490.3	April 9 (25.1MM)	\$148.7	TBD	\$1,078.4		
July 9 (42.1MM)	\$281.6						
Circulation Rebates					(\$5.9)	0%	

TOTAL PRINT \$14,304.1 68%

OOH					\$(M)	%	Months
Misty Defense Markets - OOH					\$3,862.8	14%	4
Charlotte	Hawaii	Nashville	Raleigh/Durham				
Dallas/Ft. Worth*	Jacksonville	New Orleans	Richmond*				
Harrisburg	Lake Charles	Pittsburgh	Toledo				
Corporate Pool Markets**					\$4,228.8	16%	5
Atlanta	Dallas/Ft. Worth*	NY/NJ					
Baltimore	Los Angeles	Richmond*					
Chicago	Miami	Washington, D.C.					
* Both Misty Defense Markets and Corporate Pool Markets							
** Boston (SDI 68), Philadelphia (SDI 98), San Diego (SDI 84) excluded due to low SDIs.							
African American					\$578.1	2%	5
In-Store (Media-One)					\$87.5	0%	2
1,288 Stores in 10 Misty Defense Markets (Harrisburg, Richmond, Raleigh/Durham, Charlotte, Nashville, Jacksonville, New Orleans, Lake Charles, Dallas, Pittsburgh). Cycle Dates - July 11 and Oct 31							
Legends OOH					\$23.4	0%	2
Tampa	Charlotte	Richmond					
TOTAL OOH					\$5,862.6	22%	
GRAND TOTAL					\$20,166.6	100%	

VIRGINIA SLIMS 1995 MEDIA BUDGET RECAP

	1995 C.P.E. (\$MM)	1995 COMMITTED (\$MM)	\$ DIFF C.P.E. VS. COMM. (\$MM)
REVISED BUDGET	\$26.7		
PRINT	\$18.3	\$12.0	\$6.3
OOH	\$8.6	\$4.9	\$3.7
GRAND TOTAL	\$26.9	\$16.9	\$10.0

2071413638

VIRGINIA SLIMS 1995 MEDIA BUDGET RECAP

	1995 C.P.E. (\$MM)	1995 COMMITTED (\$MM)	\$ DIFF C.P.E. VS. COMM. (\$MM)
MAGAZINES	\$15.6	\$10.6	\$5.0
ROP	\$0.3	\$0.2	\$0.1
SUPPLEMENTS	\$0.4	\$0.3	\$0.1
FSI'S	\$2.0	\$0.9	\$1.1
TOTAL PRINT	\$18.3	\$12.0	\$6.3
CORPORATE POOL	\$4.2	\$2.1	\$2.1
OOP	\$4.3	\$2.8	\$1.5
MAINLINE	\$3.7	\$2.4	\$1.3
AFRICAN AMERICAN	\$0.6	\$0.4	\$0.2
LEGENDS	\$0.0 *	\$0.0 *	\$0.0
IN-STORE (MEDIA ONE)	\$0.1	\$0.0 *	\$0.1
TOTAL OOH	\$8.6	\$4.9	\$3.7
GRAND TOTAL	\$26.9	\$16.9	\$10.0

* LESS THAN \$100MM
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VIRGINIA SLIMS 1995 MONTHLY EXPENDITURES (CPE)
 (\$ THOUSANDS)

BRAND MEDIUM	JAN	FEB	MAR	1ST QTR	APR	MAY	JUN	2ND QTR	JUL	AUG	SEP	3RD QTR	OCT	NOV	DEC	4TH QTR	TOTAL YEAR
MAINLINE MAGAZINES	\$304.1	\$1,293.2	\$1,036.7	\$2,634.0	\$1,031.6	\$994.6	\$1,064.8	\$3,091.0	\$1,362.3	\$1,122.7	\$1,500.0	\$3,975.0	\$1,741.2	\$1,230.0	\$1,697.6	\$4,668.8	\$14,368.8
A.A. MAGAZINES	\$61.1	\$70.2	\$132.5	\$263.8	\$93.6	\$102.1	\$37.9	\$233.5	\$105.7	\$122.5	\$220.9	\$449.1	\$99.7	\$124.0	\$64.6	\$288.3	\$1,234.7
A.A. MAGAPAPERS	\$0.0	\$6.8	\$10.0	\$16.8	\$16.8	\$6.8	\$10.0	\$33.8	\$75.9	\$23.6	\$20.8	\$120.3	\$80.8	\$13.8	\$0.0	\$94.6	\$265.3
SUPPLEMENTS	\$0.0	\$48.1	\$38.6	\$86.7	\$0.0	\$86.1	\$0.0	\$86.1	\$86.1	\$0.0	\$0.0	\$86.1	\$88.2	\$0.0	\$88.2	\$176.4	\$435.3
FSI	\$490.3	\$0.0	\$0.0	\$490.3	\$148.7	\$0.0	\$0.0	\$148.7	\$281.6	\$0.0	\$0.0	\$281.6	\$680.5	\$0.0	\$396.9	\$1,079.4	\$2,000.0
TOTAL PRINT*	\$855.5	\$1,418.3	\$1,217.8	\$3,491.6	\$1,280.6	\$1,189.6	\$1,112.7	\$3,692.9	\$1,901.6	\$1,268.8	\$1,741.7	\$4,912.1	\$2,690.4	\$1,367.8	\$2,249.3	\$6,307.5	\$18,304.1
CORPORATE POOL	\$0.0	\$715.7	\$31.4	\$747.1	\$0.0	\$66.1	\$320.9	\$387.0	\$957.5	\$0.0	\$0.0	\$957.5	\$994.5	\$48.9	\$1,093.6	\$2,137.0	\$4,228.6
OOP	\$0.0	\$774.4	\$43.0	\$817.4	\$13.1	\$1,134.7	\$179.3	\$1,327.1	\$608.0	\$0.0	\$0.0	\$608.0	\$697.2	\$163.4	\$609.9	\$1,470.5	\$4,223.0
MAINLINE	\$0.0	\$684.5	\$38.7	\$715.2	\$0.0	\$986.9	\$147.5	\$1,134.4	\$534.7	\$0.0	\$0.0	\$534.7	\$601.3	\$131.1	\$536.2	\$1,268.6	\$3,652.9
AFRICAN AMERICAN	\$0.0	\$89.9	\$12.3	\$102.2	\$13.1	\$147.8	\$31.8	\$192.7	\$73.3	\$0.0	\$0.0	\$73.3	\$96.9	\$32.3	\$73.7	\$201.9	\$570.1
LEGENDS	\$0.0	\$0.0	\$16.5	\$16.5	\$6.9	\$0.0	\$0.0	\$6.9	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$23.4
IN-STORE (MEDIA ONE)	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$43.7	\$0.0	\$0.0	\$43.7	\$43.8	\$0.0	\$0.0	\$43.8	\$87.5
TOTAL OOH	\$0.0	\$1,490.1	\$90.9	\$1,581.0	\$20.0	\$1,200.8	\$500.2	\$1,721.0	\$1,609.2	\$0.0	\$0.0	\$1,609.2	\$1,735.5	\$212.3	\$1,703.5	\$3,651.3	\$8,582.5
GRAND TOTAL	\$855.5	\$2,908.4	\$1,308.7	\$5,072.6	\$1,310.6	\$2,390.4	\$1,612.9	\$5,313.9	\$3,510.8	\$1,268.8	\$1,741.7	\$6,521.3	\$4,425.9	\$1,580.1	\$3,952.8	\$9,958.8	\$26,866.6

☐ COMMITTED

* INCLUDES \$5.9M OF CIRCULATION REBATES

VSBUDRC.XLS

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(BY ISSUE-DATE)

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1995 RECOMMENDED VIRGINIA SLIMS PRINT PLAN

(BY ON-SALE DATE)

	January	February	March	April	May	June	July	August	September	October	November	December	NAT'L INS.
MAGAZINES	2 9 16 23 30	6 13 20 27	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	2 9 16 23 30	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	4 11 18 25	
CORE MAGAZINES													
COSMOPOLITAN			C/S						ASK VIRG.	ASK VIRG.	ASK VIRG.	ASK VIRG.	9
FIRST FOR WOMEN		BC	2X BONUS			BC							8
NATIONAL ENQUIRER		BC						BC					6
NEW WOMAN				BC					25TH BOD	ASK VIRG.	ASK VIRG.	ASK VIRG.	9
PEOPLE			C/S	C/S	BC		BC		1A.M.		1A.M.		11
REDBOOK			C/S	C/S				SC	ASK VIRG.	ASK VIRG.	ASK VIRG.	ASK VIRG.	9
SOAP OPERA DIGEST	BC	2C						2CP1					5
SOAP OPERA MAGAZINE			BC	BC			BC						5
SOAP OPERA WEEKLY				BC									5
STAR			BC		BC		BC		BC				7
TRUE STORY		2C											6
TV GUIDE			BC	C/S									8
WOMAN'S WORLD			BC				BC						4
YOUNGER MAGAZINES													
ALLURE	3C		C/S										10
ELLE													5
ENTERTAINMENT WEEKLY			C/S		BC	BC		BC	M	2CP1			10
E.W. VIEWING GUIDE													1
GLAMOUR		IN "WRN"		C/S	IN "WRN"	IN "WRN"	3C	MAKEUP					10
MADMOISELLE		OPP. HOR.	C/S	C/S	OPP. HOR.			OPP. HOR.	PU MAKE	3D			10
MARIE CLAIRE									ASK VIRG.	ASK VIRG.	ASK VIRG.	ASK VIRG.	6
ROLLING STONE	BC												7
SELF													7
US			C/S	PG + 1/3V									8
VOGUE		OPP. HOR.	OPP. HOR.	OPP. HOR.	OPP. HOR.	OPP. HOR.		OPP. HOR.					10
WORKING MOTHER													7
OLDER MAGAZINES													
BETTER HOMES & GARDENS		OPP. TOC		OPP. MAST	BC	OPP. MAST							8
COUNTRY AMERICA		OPP. TOC	C/S	C/S									4
COUNTRY HOME													5
FAMILY CIRCLE		BC			3C		BC		2CP1				8
HARPER'S BAZAAR	3C		3C				BC						5
HOME													5
INSTYLE				C/S			C/S						8
LADIES HOME JOURNAL	BC			BC	OPP. TOC		SCSPREAD		ASK VIRG.	ASK VIRG.	ASK VIRG.	ASK VIRG.	9
LIFE													7
McCALL'S	1994 BONUS		OPP. HOR.	C/S			BONUS PG	OPP. HOR.				1 PG BONUS	8
MOVIE LINE					BONUS PG								6
SOUTHERN LIVING			C/S	C/S									5
TALK TV WEEKLY													1
TIME	BC												5
VANITY FAIR			C/S		BC								8
WOMAN'S DAY					BC		BC						8
WORKING WOMAN													7
SUPPLEMENTS													
PARADE													
USA WEEKEND													

R/F FS 25-44 (by on-sale date)

R/F FS 25-34

R/F FS 35-44

82/3.9	79/3.3	79/3.6	78/3.0	75/3.7	80/3.4	75/3.2	77/3.0	79/3.8	79/3.5	76/3.3
83/4.0	81/3.4	80/3.7	77/3.0	75/3.8	80/3.5	74/3.0	79/3.1	79/4.0	80/3.6	77/3.4
81/3.6	78/3.3	78/3.5	75/3.0	74/3.8	80/3.3	75/3.3	76/2.9	79/4.0	79/3.7	76/3.2

KEY

PAGE

IMPACT UNIT (SPREAD, COPYSPILT - LEGENDS, FRANCHISE, REMNANT PAGE, BONUS PG, ASK VIRGINIA PG + 1/3V)

LEO BURNETT U.S.A.

2071413642

(BY ISSUE--DATE)

KEY

* THE V-WEAR PROMOTIONAL MONTHS ARE FEBRUARY AND JULY. THE BOOK OF DAYS PROMOTION IS IN OCTOBER.
 ** NEW ORLEANS IS A QUARTERLY PUBLICATION; NASHVILLE LIFE IS A BI-MONTHLY PUBLICATION

Source: <https://www.industrydocuments.ucsf.edu/docs/kslm0004>

1995 VIRGINIA SLIMS MEDIA PLAN

(BY ON~SALE DATE)

REVISÉD JULY 5, 1995

MAGAZINES		January		February		March		April		May		June		July		August		September		October		November		December		January		Estimated Spending (000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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* TBD THROUGHOUT YEAR

**** DOES NOT INCLUDE BOSTON, PHILADELPHIA, AND SAN DIEGO DUE TO LOW SDI'S**

LEO BURNETT U.S.A.

1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	<u># PGS.</u>	<u>JANUARY</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
COSMOPOLITAN			
FIRST FOR WOMEN			
NATIONAL ENQUIRER			
NEW WOMAN			
PEOPLE			
REDBOOK			
SOAP OPERA DIGEST	1	BC - 1/17 OTO	\$26,030
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR			
TRUE STORY			
TV GUIDE			
WOMAN'S WORLD			
TOTAL			\$26,030
<u>YOUNGER MAGAZINES</u>			
ALLURE			
ELLE			
ENTERTAINMENT WEEKLY			
ACD. AWARDS VIEWING GUIDE			
GLAMOUR			
MADEMOISELLE			
MARIE CLAIRE			
ROLLING STONE			
SELF			
US			
VOGUE			
WORKING MOTHER			
TOTAL			0
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS			
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME			
FAMILY CIRCLE			
HARPER'S BAZAAR			
HOME			
INSTYLE			
LADIES HOME JOURNAL			
LIFE			
McCALLS			
MOVIELINE			
SOUTHERN LIVING			
TIME			
TALK TV WEEKLY			
VANITY FAIR			
WOMAN'S DAY			
WORKING WOMAN			
TOTAL			0
<u>SUPPLEMENTS</u>			
PARADE			
USA WEEKEND			
TOTAL	0		\$0
<u>MISTY DEFENSE CITY BOOKS</u>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
TOTAL	0		\$0
<u>CORPORATE POOL CITY BOOKS</u>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	0		\$0
<u>MILITARY</u>			
STATESIDE FAMILY	1	BC	\$13,970
TOTAL	1		\$13,970
GRAND MONTHLY TOTAL	1		\$40,000

*Does not reflect cash rebates

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1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	<u># PGS.</u>	<u>FEBRUARY</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
COSMOPOLITAN			
FIRST FOR WOMEN	1	BC - 2/27	\$15,120
NATIONAL ENQUIRER	1	BC - 2/28	\$28,688
NEW WOMAN			
PEOPLE	1	PG - 2/13	\$79,197
REDBOOK			
SOAP OPERA DIGEST	1	2C - 2/28	\$24,413
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR	1	PG - 2/14	\$17,827
TRUE STORY			
TV GUIDE	1	PG - 2/25 GRAMMY	\$83,812
WOMAN'S WORLD			
TOTAL	6		\$249,057
<u>YOUNGER MAGAZINES</u>			
ALLURE	1	3C - OTO	\$33,915
ELLE			
ENTERTAINMENT WEEKLY	1	PG - 2/24-3/3 D. ISSUE	\$31,702
ACD. AWARDS VIEWING GUIDE			
GLAMOUR			
MADMOISELLE			
MARIE CLAIRE			
ROLLING STONE	1	BC - 2/23	\$78,690
SELF			
US			
VOGUE			
WORKING MOTHER			
TOTAL	3		\$144,307
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS			
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME			
FAMILY CIRCLE	1	BC - 2/21	\$88,708
HARPER'S BAZAAR	1	3C - SPECIAL RATE	\$32,486
HOME			
INSTYLE			
LADIES HOME JOURNAL	1	BC	\$76,015
LIFE			
McCALLS	1	BONUS PG FROM '94	\$0
MOVIELINE			
SOUTHERN LIVING			
TIME	1	BC -- 2/6	\$127,609
TALK TV WEEKLY			
VANITY FAIR			
WOMAN'S DAY			
WORKING WOMAN			
TOTAL	5		\$324,818
<u>SUPPLEMENTS</u>			
PARADE	1	QUEEN PG - 2/26	\$48,103
USA WEEKEND			
TOTAL	1		\$48,103
<u>MISTY DEFENSE CITY BOOKS</u>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
TOTAL	0		\$0
<u>CORPORATE POOL CITY BOOKS</u>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE	1	PG -- 2/27 FASHION ISSUE	\$33,992
TOTAL	1		\$33,992
<u>MILITARY</u>			
STATESIDE FAMILY			
TOTAL	0		
GRAND MONTHLY TOTAL	16		\$800,277

*Does not reflect cash rebates

1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	<u># PGS.</u>	<u>MARCH</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
COSMOPOLITAN	1	PG	\$46,170
FIRST FOR WOMEN			
NATIONAL ENQUIRER	1	BC - 3/7	\$28,688
NEW WOMAN	1	PG	\$23,314
PEOPLE	1	PG - 3/27	\$79,197
REDBOOK			
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE	1	BC - 3/21	\$2,949
SOAP OPERA WEEKLY	1	PG - 3/28	\$5,993
STAR	1	BC - 3/14	\$21,764
TRUE STORY	1	2C	\$10,121
TV GUIDE	1	BC - 3/18	\$116,130
WOMAN'S WORLD	1	BC - 3/7	\$13,320
TOTAL	10		\$347,645
<u>YOUNGER MAGAZINES</u>			
ALLURE			
ELLE	1	PG	\$30,785
ENTERTAINMENT WEEKLY	1	PG - 3/17 C/S LEGENDS	\$34,790
ACD. AWARDS VIEWING GUIDE	1	PG - 3/6 "BEST ACTRESS"	\$14,090
GLAMOUR	1	PG - "WRN"	\$68,183
MADEMOISELLE	1	PG - OPP. "HOROSCOPE"	\$44,825
MARIE CLAIRE	1	PG	\$18,240
ROLLING STONE	1	PG - 3/9	\$39,824
SELF	1	PG	\$48,811
US	1	PG	\$22,269
VOGUE	1	PG - OPP. "HOROSCOPE"	\$53,020
WORKING MOTHER	1	PG	\$20,699
TOTAL	11		\$393,336
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS	1	PG - OPP T.O.C.	\$71,820
CABLE GUIDE			
COUNTRY AMERICA	1	PG - SPECIAL RATE	\$24,286
COUNTRY HOME	1	PG - MAR/APRIL	\$42,297
FAMILY CIRCLE			
HARPER'S BAZAAR	1	PG	\$24,449
HOME			
INSTYLE	1	PG	\$16,339
LADIES HOME JOURNAL			
LIFE	1	PG	\$43,588
McCALLS	1	PG	\$45,754
MOVIELINE			
SOUTHERN LIVING	1	PG	\$53,073
TIME			
TALK TV WEEKLY			
VANITY FAIR			
WOMAN'S DAY			
WORKING WOMAN	1	PG	\$23,385
TOTAL	9		\$344,993
<u>SUPPLEMENTS</u>			
PARADE			
USA WEEKEND	1	QUEEN PG - 3/5	\$38,564
TOTAL	1		\$38,564
<u>MISTY DEFENSE CITY BOOKS</u>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE	1	PG - MAR-MAY (OPP. BAROMETER)	\$2,894
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
TOTAL	1		\$2,894
<u>CORPORATE POOL CITY BOOKS</u>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	0		\$0
<u>MILITARY</u>			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	32		\$1,127,433

*Does not reflect cash rebates

1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	<u># PGS.</u>	<u>APRIL</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
COSMOPOLITAN	1	PG - C/S LEGENDS	\$51,081
FIRST FOR WOMEN	1	BONUS PG FROM '94 - 4/10	\$0
NATIONAL ENQUIRER			
NEW WOMAN			
PEOPLE	2	PG - 4/3 C/S LEGENDS, 4/24 C/S	\$165,977
REDBOOK	1	PG - C/S LEGENDS	\$36,074
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE	1	BC - 4/25	\$2,949
SOAP OPERA WEEKLY			
STAR	1	PG - 4/25	\$17,827
TRUE STORY			
TV GUIDE	1	PG - 4/15 C/S LEGENDS	\$92,636
WOMAN'S WORLD			
TOTAL	8		\$366,544
<u>YOUNGER MAGAZINES</u>			
ALLURE	1	PG - C/S LEGENDS	\$35,745
ELLE			
ENTERTAINMENT WEEKLY	0	BONUS PAGE - 4/28	\$0
ACD. AWARDS VIEWING GUIDE			
GLAMOUR			
MADEMOISELLE	1	PG - C/S LEGENDS "HOROSCOPE"	\$42,425
MARIE CLAIRE			
ROLLING STONE			
SELF			
US	1	PG - C/S LEGENDS	\$24,975
VOGUE	1	PG - OPP. "HOROSCOPE"	\$53,020
WORKING MOTHER	1	PG	\$20,699
TOTAL	5		\$178,664
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS			
CABLE GUIDE			
COUNTRY AMERICA	1	PG - C/S LEGENDS	\$35,896
COUNTRY HOME			
FAMILY CIRCLE	1	PG - 4/4 C/S LEGENDS	\$80,089
HARPER'S BAZAAR	1	3C	\$41,059
HOME	1	PG	\$22,534
INSTYLE			
LADIES HOME JOURNAL			
LIFE	1	PG	\$37,903
McCAULS	1	PG - "HOROSCOPE"	\$45,754
MOVIELINE	1	PG - W/IN "THE HYPE"	\$8,021
SOUTHERN LIVING	1	PG - C/S LEGENDS	\$56,085
TIME			
TALK TV WEEKLY			
VANITY FAIR	1	PG - C/S LEGENDS	\$59,774
WOMAN'S DAY	1	PG - 4/4	\$40,805
WORKING WOMAN			
TOTAL	10		\$406,020
<u>SUPPLEMENTS</u>			
PARADE			
USA WEEKEND			
TOTAL	0		\$0
<u>MISTY DEFENSE CITY BOOKS</u>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE	1	PG - APR/MAY	\$3,780
NEW ORLEANS	1	3C	\$3,901
RICHMOND MAGAZINE			
TOTAL	2		\$7,681
<u>CORPORATE POOL CITY BOOKS</u>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	0		\$0
<u>MILITARY</u>			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	25		\$659,119

*Does not reflect cash rebates

1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	<u># PGS.</u>	<u>MAY</u>	<u>\$M</u>
<u>COPE MAGAZINES</u>			
COSMOPOLITAN	1	PG - 5/1	\$10,080
FIRST FOR WOMEN	1	BC	\$30,073
NATIONAL ENQUIRER	1	BC - 5/8 SPECIAL ISSUE	\$117,726
NEW WOMAN	1	PG - C/S LEGENDS	\$36,074
PEOPLE	1	PG - 5/23	\$20,031
REDBOOK	1		
SOAP OPERA DIGEST	1		
SOAP OPERA MAGAZINE	1	BC - 5/2	\$7,022
SOAP OPERA WEEKLY	1	BC - 5/16	\$21,764
STAR	1	PG	\$8,434
TRUE STORY	1	PG - 5/13	\$83,812
TV GUIDE	1	PG - 5/30	\$10,439
WOMAN'S WORLD	1		
TOTAL	10		\$346,455
<u>YOUNGER MAGAZINES</u>			
ALLURE	1	PG	\$32,298
ELLE			
ENTERTAINMENT WEEKLY			
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG - C/S LEGENDS	\$70,101
MADEMOISELLE	1	PG - C/S LEGENDS - HORO.	\$48,272
MARIE CLAIRE			
ROLLING STONE	1	PG - 5/18	\$39,624
SELF			
US	1	PG + 1/3 VERTICAL	\$22,289
VOGUE	1	PG - OPP. HOROSCOPE	\$53,020
WORKING MOTHER			
TOTAL	6		\$285,584
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS	1	PG - OPP. MASTHEAD	\$71,820
CABLE GUIDE			
COUNTRY AMERICA	1	PG - C/S LEGENDS	\$35,996
COUNTRY HOME	1	PG - MAY/JUNE	\$42,297
FAMILY CIRCLE	1	3C - 5/16	\$88,782
HARPER'S BAZAAR			
HOME			
INSTYLE	1	PG - C/S LEGENDS	\$16,927
LADIES HOME JOURNAL	1	BC	\$78,015
LIFE			
McCALLS	1	PG - C/S LEGENDS	\$50,786
MOVELINE	1	PG	\$8,021
SOUTHERN LIVING	1	PG - C/S LEGENDS	\$56,065
TIME			
TALK TV WEEKLY	1	PG - 5/22	\$2,000
VANITY FAIR	1		
WOMAN'S DAY	1	3C - 5/16	\$52,630
WORKING WOMAN	1	PG	\$23,385
TOTAL	12		\$504,724
<u>SUPPLEMENTS</u>			
PARADE	1	QUEEN PG - 5/14	\$48,234
USA WEEKEND	1	QUEEN PG - 5/14	\$37,907
TOTAL	2		\$86,141
<u>MISTY DEFENSE CITY BOOKS</u>			
D MAGAZINE	1	3C	\$5,785
HONOLULU MAGAZINE	1	PG - OPP. "CROSSWORD"	\$3,759
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE	1	BC	\$5,294
TOTAL	3		\$14,838
<u>CORPORATE POOL CITY BOOKS</u>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	0		\$0
<u>MILITARY</u>			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	33		\$1,218,742

*Does not reflect cash rebates

1995
VIRGINIA SLIMS BUDGET
 BY ISSUE DATE

	<u># PGS.</u>	<u>JUNE</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
COSMOPOLITAN	1	PG	\$46,170
FIRST FOR WOMEN	1	PG - 6/12	\$10,080
NATIONAL ENQUIRER			
NEW WOMAN	1	PG	\$23,314
PEOPLE	1	PG - 6/19	\$79,187
REDBOOK	1	PG	\$34,662
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR			
TRUE STORY			
TV GUIDE			
WOMAN'S WORLD			
TOTAL	5		\$183,423
<u>YOUNGER MAGAZINES</u>			
ALLURE	1	PG	\$32,296
ELLE			
ENTERTAINMENT WEEKLY	1	3C - 6/2	\$31,702
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG - "WRN" FRANCHISE	\$68,183
MADEMOISELLE	1	PG - OPP. HOROSCOPE	\$44,825
MARIE CLAIRE	1	PG - OPP. HORO.	\$16,240
ROLLING STONE	1	PG - 6/29	\$39,624
SELF			
US			
VOGUE	1	PG - OPP. HOROSCOPE	\$53,020
WORKING MOTHER	1	PG	\$20,699
TOTAL	8		\$306,591
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS	1	BC	\$142,680
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME			
FAMILY CIRCLE	1	BC - 6/27	\$88,708
HARPER'S BAZAAR			
HOME			
INSTYLE			
LADIES HOME JOURNAL	1	PG - OPP. TOC	\$53,545
LIFE			
McCALLS			
MOVIELINE	0	BONUS PAGE	\$0
SOUTHERN LIVING			
TIME			
TALK TV WEEKLY			
VANITY FAIR	1	PG	\$70,409
WOMAN'S DAY	1	BC - 6/27	\$64,165
WORKING WOMAN			
TOTAL	5		\$419,507
<u>SUPPLEMENTS</u>			
PARADE			
USA WEEKEND			
TOTAL			
<u>MISTY DEFENSE CITY BOOKS</u>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE	1	PG - JUNE - AUG (OPP. BAROMETER)	\$2,894
NASHVILLE LIFE	1	PG - JUNE/JULY	\$3,790
NEW ORLEANS	1	PG	\$3,901
RICHMOND MAGAZINE	1	PG	\$3,847
TOTAL	4		\$14,232
<u>CORPORATE POOL CITY BOOKS</u>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE	1	PG	\$8,140
CHICAGO MAGAZINE	1	PG	\$18,008
LA MAGAZINE	1	PG	\$12,150
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	3		\$38,298
<u>MILITARY</u>			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	25		\$870,051

*Does not reflect cash rebates

1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	<u># PGS.</u>	<u>JULY</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
COSMOPOLITAN	1	PG	\$48,170
FIRST FOR WOMEN	1	BC - 7/3	\$15,120
NATIONAL ENQUIRER	1	BC - 7/11	\$28,888
NEW WOMAN	1	PG	\$23,314
PEOPLE	1	PG - 7/24 SPECIAL ISSUE	\$90,613
REDBOOK	1	PG	\$34,662
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE	1	BC - 7/18	\$2,849
SOAP OPERA WEEKLY	1	BC - 7/11	\$7,022
STAR			
TRUE STORY	1	PG	\$8,434
TV GUIDE	1	PG - 7/8 (OPP. CHEER'S & JEERS)	\$77,845
WOMAN'S WORLD	1	BC - 7/11 (SPECIAL RATE)	\$13,320
TOTAL	11		\$348,237
<u>YOUNGER MAGAZINES</u>			
ALLURE	1	PG	\$34,787
ELLE			
ENTERTAINMENT WEEKLY	1	PG - 7/14	\$31,702
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG	\$68,183
MADEMOISELLE	1	PG	\$44,825
MARIE CLAIRE			
ROLLING STONE			
SELF	1	PG	\$48,811
US	1	PG	\$22,269
VOGUE	1	PG - OPP. HOROSCOPE	\$53,020
WORKING MOTHER	1	PG	\$20,699
TOTAL	8		\$324,296
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS	1	PG - OPP. MASTHEAD	\$71,820
CABLE GUIDE			
COUNTRY AMERICA	1	PG	\$31,878
COUNTRY HOME	1	PG - JULY/AUGUST	\$42,297
FAMILY CIRCLE			
HARPER'S BAZAAR			
HOME	1	PG - JULY/AUGUST ISSUE	\$22,534
INSTYLE	1	PG	\$18,339
LADIES HOME JOURNAL	1	PG	\$53,545
LIFE			
McCALLS	1	PG	\$45,754
MOVIELINE	1	PG - OPP. "LETTERS"	\$8,021
SOUTHERN LIVING			
TIME			
TALK TV WEEKLY			
VANITY FAIR			
WOMAN'S DAY	1	PG - 7/18	\$40,805
WORKING WOMAN	1	PG	\$23,385
TOTAL	10		\$358,378
<u>SUPPLEMENTS</u>			
PARADE	1	QUEEN PG - 7/23	\$47,561
USA WEEKEND	1	QUEEN PG - 7/23	\$38,564
TOTAL	2		\$86,125
<u>MISTY DEFENSE CITY BOOKS</u>			
D MAGAZINE	1	BC	\$6,680
HONOLULU MAGAZINE	1	PG - W/IN "CALABASH"	\$3,758
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
TOTAL	2		\$10,439
<u>CORPORATE POOL CITY BOOKS</u>			
ATLANTA MAGAZINE	1	PG - OPP. OPENER TO STYLE	\$6,890
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE	1	PG	\$4,174
NEW YORK MAGAZINE			
TOTAL	2		\$11,064
<u>MILITARY</u>			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	35		\$1,138,539

*Does not reflect cash rebates

**1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE**

	<u># PGS.</u>	<u>AUGUST</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
COSMOPOLITAN			
FIRST FOR WOMEN			
NATIONAL ENQUIRER	1	BC - 8/15	\$28,688
NEW WOMAN			
PEOPLE	1	PG - 8/14	\$79,197
REDBOOK	1	PG	\$34,662
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR	1	PG - 8/15	\$17,827
TRUE STORY	1	PG	\$8,434
TV GUIDE			
WOMAN'S WORLD			
TOTAL	5		\$168,808
<u>YOUNGER MAGAZINES</u>			
ALLURE			
ELLE	1	PG	\$30,785
ENTERTAINMENT WEEKLY	1	BC - 8/4	\$41,796
ACD, AWARDS VIEWING GUIDE			
GLAMOUR	1	3C	\$71,599
MADMOISELLE	2	SPREAD	\$89,651
MARIE CLAIRE			
ROLLING STONE	1	PG - 8/10	\$39,624
SELF	2	SPREAD	\$97,622
US			
VOGUE	1	PG	\$53,020
WORKING MOTHER	2	SPREAD	\$41,398
TOTAL	11		\$485,495
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS	1	PG	\$71,820
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME			
FAMILY CIRCLE	2	SPREAD - 8/8	\$113,472
HARPER'S BAZAAR	1	BC	\$50,051
HOME			
INSTYLE	2	CENTERSPREAD	\$32,678
LADIES HOME JOURNAL	2	3C SPREAD	\$112,510
LIFE	1	PG - OPP. EDITOR'S NOTE	\$43,588
McCALLS	1	PG (1ST BONUS PG.)	\$0
MOVIELINE			
SOUTHERN LIVING			
TIME	1	PG - 8/14	\$99,694
TALK TV WEEKLY			
VANITY FAIR	2	SPREAD	\$112,654
WOMAN'S DAY			
WORKING WOMAN	2	SPREAD	\$46,770
TOTAL	15		\$683,238
<u>SUPPLEMENTS</u>			
PARADE			
USA WEEKEND			
TOTAL			
<u>MISTY DEFENSE CITY BOOKS</u>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
TOTAL	0		\$0
<u>CORPORATE POOL CITY BOOKS</u>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE	1	PG - 8/28	\$33,992
TOTAL	1		\$33,992
<u>MILITARY</u>			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	32		\$1,351,532

*Does not reflect cash rebates

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1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	<u># PGS.</u>	<u>SEPT</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
COSMOPOLITAN	1	PG	\$48,170
FIRST FOR WOMEN	1	PG - 9/25	\$10,080
NATIONAL ENQUIRER			
NEW WOMAN	1	PG	\$23,314
PEOPLE	1.3	*ASK VIRGINIA* PG + 1/3V - 9/18 SPECIAL	\$134,207
REDBOOK	1	3C	\$36,393
SOAP OPERA DIGEST	2	2CP1 - 9/12	\$44,444
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR	1	BC - 9/12	\$21,764
TRUE STORY	1	PG	\$8,434
TV GUIDE	2	SPREAD - 8/18	\$163,685
WOMAN'S WORLD			
TOTAL	11.3		\$488,490
<u>YOUNGER MAGAZINES</u>			
ALLURE	1	PG	\$34,787
ELLE	1	PG	\$30,785
ENTERTAINMENT WEEKLY	3	9/22 2C SPREAD, 9/1 MELROSE/90120	\$78,890
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	1	MAKEGOOD PG FOR MAY ISSUE	\$0
MADEMOISELLE	1	PG	\$44,825
MARIE CLAIRE			
ROLLING STONE	1	PG - 9/7	\$39,624
SELF	1	PG	\$48,811
US	1	PG	\$22,269
VOGUE	1	PG - OPP. HOROSCOPE	\$53,020
WORKING MOTHER			
TOTAL	11		\$353,011
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS	1	PG	\$71,820
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME	1	PG - SEPT/OCT	\$42,297
FAMILY CIRCLE	2	2C+P1 - 9/1	\$130,952
HARPER'S BAZAAR			
HOME			
INSTYLE	1	PG	\$18,339
LADIES HOME JOURNAL			
LIFE			
McCALLS	1	PG	\$45,754
MOVELINE	1	PG - W/IN "THE HYPE"	\$8,021
SOUTHERN LIVING			
TIME			
TALK TV WEEKLY			
VANITY FAIR	1	PG	\$58,327
WOMAN'S DAY			
WORKING WOMAN			
TOTAL	8		\$371,510
<u>SUPPLEMENTS</u>			
PARADE			
USA WEEKEND			
TOTAL			
<u>MISTY DEFENSE CITY BOOKS</u>			
D MAGAZINE	1	3C	\$5,785
HONOLULU MAGAZINE	1	PG - OPP. "CROSSWORD"	\$3,759
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS	1	PG	\$3,901
RICHMOND MAGAZINE			
TOTAL	3		\$13,444
<u>CORPORATE POOL CITY BOOKS</u>			
ATLANTA MAGAZINE	1	PG	\$6,890
BUZZ MAGAZINE	1	PG	\$8,140
CHICAGO MAGAZINE	1	PG	\$16,008
LA MAGAZINE	1	PG	\$12,150
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	4		\$43,188
<u>MILITARY</u>			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	37.3		\$1,298,844

*Does not reflect cash rebates

1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	<u># PGS.</u>	<u>OCT</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
COSMOPOLITAN	1.3	ASK VIRGINIA* - PG + 1/3V	\$56,170
FIRST FOR WOMEN	2	SPREAD - 10/18 (1 BONUS)	\$10,584
NATIONAL ENQUIRER	1	PG - 10/10	\$25,099
NEW WOMAN	2	SPREAD (BOD)	\$48,959
PEOPLE			
REDBOOK	1.3	*ASK VIRGINIA* - PG + 1/3V	\$46,204
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE	1	PG - 10/10	\$2,825
SOAP OPERA WEEKLY	1	PG - 10/10	\$6,293
STAR			
TRUE STORY	2	SPREAD	\$18,018
TV GUIDE			
WOMAN'S WORLD	1	PG - 10/10	\$11,151
TOTAL	12.6		\$225,103
<u>YOUNGER MAGAZINES</u>			
ALLURE	2	SPREAD	\$73,053
ELLE	1	PG	\$32,324
ENTERTAINMENT WEEKLY	1	PG - 10/13	\$34,020
ACC. AWARDS VIEWING GUIDE			
GLAMOUR	2	SPREAD	\$143,184
MADEMOISELLE	2	SPREAD (1 PG - MAKEGD)	\$47,066
MARIE CLAIRE	1.3	*ASK VIRGINIA* - PG + 1/3V	\$23,200
ROLLING STONE			
SELF	1	PG	\$51,252
US	2	SPREAD	\$48,785
VOGUE	1.3	*ASK VIRGINIA* - PG + 1/3V	\$81,447
WORKING MOTHER	1	PG	\$21,734
TOTAL	14.6		\$554,045
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS			
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME			
FAMILY CIRCLE			
HARPER'S BAZAAR			
HOME	2	SPREAD	\$47,321
INSTYLE	1	PG	\$17,156
LADIES HOME JOURNAL	1.3	*ASK VIRGINIA* - PG + 1/3V	\$75,545
LIFE	2	SPREAD	\$92,320
McCALLS			
MOVIELINE			
SOUTHERN LIVING			
TIME	1	PG - 10/9	\$105,576
TALK TV WEEKLY			
VANITY FAIR	1	PG	\$59,143
WOMAN'S DAY	2	SPREAD - 10/10	\$91,400
WORKING WOMAN			
TOTAL	10.3		\$488,463
<u>SUPPLEMENTS</u>			
PARADE	1	QUEEN PG - 10/22	\$48,384
USA WEEKEND	1	QUEEN PG - 10/22	\$39,817
TOTAL			\$88,201
<u>MISTY DEFENSE CITY BOOKS</u>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE	1	PG - OCT/NOV	\$3,680
NEW ORLEANS			
RICHMOND MAGAZINE	1	PG	\$3,059
TOTAL	2		\$7,038
<u>CORPORATE POOL CITY BOOKS</u>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE	1	PG	\$4,174
NEW YORK MAGAZINE			
TOTAL	1		\$4,174
<u>MILITARY</u>			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	40.5		\$1,367,024

*Does not reflect cash rebates

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1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	<u># PGS.</u>	<u>NOV</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
COSMOPOLITAN	1.3	ASK VIRGINIA* - PG + 1/3V	\$56,170
FIRST FOR WOMEN			
NATIONAL ENQUIRER	1	PG - 11/14	\$25,099
NEW WOMAN	1.3	"VIRGINIA SLIMS" - PG + 1/3V	\$23,314
PEOPLE	1.3	"ASK VIRGINIA" PG + 1/3V - 11/20 SPECIAL	\$91,390
REDBOOK	1.3	"ASK VIRGINIA" - PG + 1/3V	\$48,204
SOAP OPERA DIGEST	1	PG - 11/21	\$21,033
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR			
TRUE STORY			
TV GUIDE	1	PG (OPP. COUCH CRITIC) - 11/4	\$81,842
WOMAN'S WORLD			
TOTAL	8.2		\$345,052
<u>YOUNGER MAGAZINES</u>			
ALLURE	1	PG	\$38,528
ELLE			
ENTERTAINMENT WEEKLY	1	PG - 11/10	\$34,020
ACC. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG	\$71,592
MADEMOISELLE			
MARIE CLAIRE	1.3	"ASK VIRGINIA" - PG + 1/3V	\$23,200
ROLLING STONE			
SELF	1	PG	\$51,252
US	2	SPREAD	\$46,765
VOGUE	1.3	"ASK VIRGINIA" - PG + 1/3V	\$81,447
WORKING MOTHER			
TOTAL	8.8		\$344,802
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS	1	PG	\$75,411
CABLE GUIDE			
COUNTRY AMERICA	2	SPREAD	\$65,944
COUNTRY HOME	2	SPREAD - NOV/DEC	\$88,824
FAMILY CIRCLE	1	PG - 11/1	\$59,573
HARPER'S BAZAAR			
HOME	1	PG	\$23,881
INSTYLE	2	SPREAD	\$34,312
LADIES HOME JOURNAL	1.3	"ASK VIRGINIA" - PG + 1/3V	\$75,545
LIFE	2	SPREAD	\$92,320
McCALLS	2	SPREAD	\$98,083
MOVELINE	1	PG	\$8,422
SOUTHERN LIVING	2	SPREAD	\$111,453
TIME	1	PG - 11/6	\$105,576
TALK TV WEEKLY			
VANITY FAIR	1	PG	\$59,143
WOMAN'S DAY	2	PG - 11/1, PG - 11/21	\$91,400
WORKING WOMAN	2	SPREAD	\$49,109
TOTAL	23.3		\$1,037,777
<u>SUPPLEMENTS</u>			
PARADE			
USA WEEKEND			
TOTAL			
<u>MISTY DEFENSE CITY BOOKS</u>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
TOTAL	0		\$0
<u>CORPORATE POOL CITY BOOKS</u>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	0		\$0
<u>MILITARY</u>			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	40.1		\$1,727,630

*Does not reflect cash rebates

**1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE**

	<u># PGS.</u>	<u>DEC</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
COSMOPOLITAN	1.3	ASK VIRGINIA* - PG + 1/3V	\$56,170
FIRST FOR WOMEN			
NATIONAL ENQUIRER			
NEW WOMAN	1.3	*VIRGINIA SLIMS* - PG + 1/3V	\$23,314
PEOPLE	2	SPREAD - 12/25 SPECIAL ISSUE	\$215,882
REDBOOK	1.3	*ASK VIRGINIA* - PG + 1/3V	\$34,862
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE	1	PG - 12/12	\$2,825
SOAP OPERA WEEKLY	1	PG - 12/12	\$6,293
STAR	1	PG - 12/12	\$19,042
TRUE STORY			
TV GUIDE	2	SPREAD - 12/2	\$183,885
WOMAN'S WORLD			
TOTAL	10.9		\$521,672
<u>YOUNGER MAGAZINES</u>			
ALLURE	1	PG	\$36,528
ELLE	1	PG	\$32,324
ENTERTAINMENT WEEKLY	2	SPREAD - 12/15	\$68,040
ACC. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG	\$71,592
MADEMOISELLE	1	PG	\$47,066
MARIE CLAIRE	1.3	*ASK VIRGINIA* - PG + 1/3V	\$23,200
ROLLING STONE	2	SPREAD - 12/28	\$83,210
SELF	1	PG	\$51,252
US	1	PG	\$23,352
VOGUE	1.3	*ASK VIRGINIA* - PG + 1/3V	\$81,447
WORKING MOTHER			
TOTAL	12.6		\$518,040
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS			
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME			
FAMILY CIRCLE			
HARPER'S BAZAAR	1	PG	\$25,871
HOME			
INSTYLE			
LADIES HOME JOURNAL	1.3	*ASK VIRGINIA* - PG + 1/3V	\$75,545
LIFE	1	PG	\$46,180
McCALLS			
MOVIELINE			
SOUTHERN LIVING	1	PG	\$55,727
TIME	1	PG - 12/11	\$105,578
TALK TV WEEKLY			
VANITY FAIR	1	PG	\$59,143
WOMAN'S DAY	2	SPREAD - 12/19	\$91,400
WORKING WOMAN	1	PG	\$24,554
TOTAL	9.3		\$483,778
<u>SUPPLEMENTS</u>			
PARADE	1	QUEEN PG - 12/24	\$48,384
USA WEEKEND	1	QUEEN PG - 12/24	\$39,817
TOTAL			\$88,201
<u>MISTY DEFENSE CITY BOOKS</u>			
D MAGAZINE	1	PG	\$5,665
HONOLULU MAGAZINE	1	PG	\$3,759
LOUISIANA LIFE	1	PG - DEC-FEB	\$3,039
NASHVILLE LIFE	1	PG - DEC/JAN	\$3,980
NEW ORLEANS	1	PG	\$3,901
RICHMOND MAGAZINE	1	PG	\$3,059
TOTAL	6		\$23,401
<u>CORPORATE POOL CITY BOOKS</u>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	0		\$0
<u>MILITARY</u>			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	38.8		\$1,635,082

*Does not reflect cash rebates

**1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE**

	<u># PGS.</u>	<u>JAN</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
COSMOPOLITAN	1.3	ASK VIRGINIA* - PG + 1/3V	\$56,170
FIRST FOR WOMEN	2	SPREAD - 1/3	\$21,169
NATIONAL ENQUIRER			
NEW WOMAN	1.3	*VIRGINIA SLIMS* - PG + 1/3V	\$23,314
PEOPLE			
REDBOOK	1.3	"ASK VIRGINIA" - PG + 1/3V	\$34,862
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR			
TRUE STORY			
TV GUIDE			
WOMAN'S WORLD			
TOTAL	5.9		\$135,314
<u>YOUNGER MAGAZINES</u>			
ALLURE	2	SPREAD	\$73,053
ELLE			
ENTERTAINMENT WEEKLY			
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	2	SPREAD	\$158,788
MADEMOISELLE	1	PG	\$51,537
MARIE CLAIRE	1.3	"ASK VIRGINIA" - PG + 1/3V	\$23,200
ROLLING STONE			
SELF			
US			
VOGUE	1.3	"ASK VIRGINIA" - PG + 1/3V	\$86,484
WORKING MOTHER	2	SPREAD	\$43,468
TOTAL	9.6		\$434,530
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS	2	SPREAD	\$180,822
CABLE GUIDE	1	BC	\$47,215
COUNTRY AMERICA			
COUNTRY HOME			
FAMILY CIRCLE	1	PG - 1/9	\$59,573
HARPER'S BAZAAR			
HOME	1	PG	\$23,681
INSTYLE	1	PG	\$17,158
LADIES HOME JOURNAL	1.3	"ASK VIRGINIA" - PG + 1/3V	\$75,545
LIFE	1	PG	\$48,180
McCALLS	2	SPREAD (2ND BONUS PG)	\$48,042
MOVIELINE	2	SPREAD	\$18,844
SOUTHERN LIVING			
TIME			
TALK TV WEEKLY			
VANITY FAIR	2	SPREAD	\$128,524
WOMAN'S DAY			
WORKING WOMAN	1	PG	\$24,554
TOTAL	15.3		\$639,085
<u>SUPPLEMENTS</u>			
PARADE			
USA WEEKEND			
TOTAL			
<u>MISTY DEFENSE CITY BOOKS</u>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
TOTAL	0		\$0
<u>CORPORATE POOL CITY BOOKS</u>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	0		\$0
<u>MILITARY</u>			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	30.8		\$1,208,939

*Does not reflect cash rebates

1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	<u>TOTAL # PGS.</u>	<u>TOTAL \$M</u>
<u>CORE MAGAZINES</u>		
COSMOPOLITAN	10.2	\$480,441
FIRST FOR WOMEN	10.0	\$92,232
NATIONAL ENQUIRER	6.0	\$184,950
NEW WOMAN	10.9	\$242,230
PEOPLE	12.6	\$1,132,583
REDBOOK	11.2	\$374,259
SOAP OPERA DIGEST	6.0	\$135,951
SOAP OPERA MAGAZINE	5.0	\$14,097
SOAP OPERA WEEKLY	5.0	\$32,622
STAR	7.0	\$137,813
TRUE STORY	7.0	\$51,876
TV GUIDE	10.0	\$883,548
WOMAN'S WORLD	4.0	\$48,230
TOTAL	104.9	\$3,780,830
<u>YOUNGER MAGAZINES</u>		
ALLURE	12.0	\$422,988
ELLE	5.0	\$157,004
ENTERTAINMENT WEEKLY	12.0	\$386,662
ACD. AWARDS VIEWING GUIDE	1.0	\$14,090
GLAMOUR	12.0	\$789,408
MADEMOISELLE	12.0	\$505,318
MARIE CLAIRE	7.2	\$125,280
ROLLING STONE	8.0	\$360,020
SELF	8.0	\$397,810
US	10.0	\$230,963
VOGUE	12.2	\$701,965
WORKING MOTHER	9.0	\$189,396
TOTAL	108.4	\$4,280,901
<u>OLDER MAGAZINES</u>		
BETTER HOMES & GARDENS	9.0	\$728,013
CABLE GUIDE	1.0	\$47,215
COUNTRY AMERICA	6.0	\$195,102
COUNTRY HOME	6.0	\$258,012
FAMILY CIRCLE	10.0	\$669,857
HARPER'S BAZAAR	5.0	\$173,716
HOME	6.0	\$139,711
INSTYLE	10.0	\$167,248
LADIES HOME JOURNAL	11.2	\$673,810
LIFE	9.0	\$402,040
McCALLS	11.0	\$377,907
MOVIELINE	7.0	\$57,350
SOUTHERN LIVING	6.0	\$332,423
TIME	5.0	\$544,033
TALK TV WEEKLY	1.0	\$2,000
VANITY FAIR	10.0	\$608,118
WOMAN'S DAY	10.0	\$472,606
WORKING WOMAN	9.0	\$215,142
TOTAL	132.2	\$8,062,300
<u>SUPPLEMENTS</u>		
PARADE	5.0	\$240,667
USA WEEKEND	5.0	\$194,669
TOTAL	10.0	\$435,336
<u>MISTY DEFENSE CITY BOOKS</u>		
D MAGAZINE	4.0	\$23,915
HONOLULU MAGAZINE	4.0	\$15,035
LOUISIANA LIFE	3.0	\$8,827
NASHVILLE LIFE	4.0	\$15,539
NEW ORLEANS	4.0	\$15,802
RICHMOND MAGAZINE	4.0	\$15,059
TOTAL	23.0	\$83,977
<u>CORPORATE POOL CITY BOOKS</u>		
ATLANTA MAGAZINE	2.0	\$13,780
BUZZ MAGAZINE	2.0	\$16,280
CHICAGO MAGAZINE	2.0	\$32,016
LA MAGAZINE	2.0	\$24,300
OCEAN DRIVE	2.0	\$8,348
NEW YORK MAGAZINE	2.0	\$67,984
TOTAL	12.0	\$162,708
<u>MILITARY</u>		
STATESIDE FAMILY	1.0	\$13,970
TOTAL	1.0	\$13,970
GRAND MONTHLY TOTAL	391.5	\$14,810,022

*Does not reflect cash rebates

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